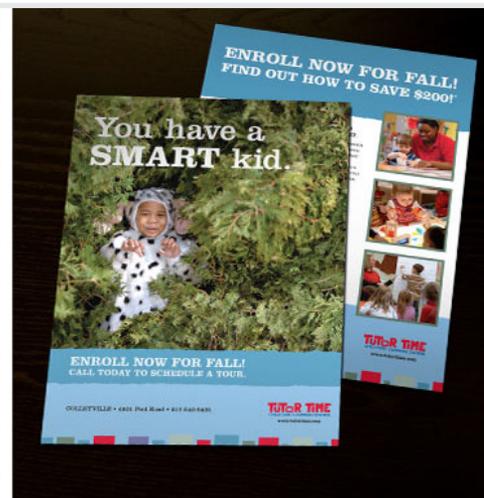


TUTOR TIME

agency re:group inc. | client Tutor Time | industry franchise

“ After working with numerous agencies that never fully understood our products and the services we offer, our company has been blown away from the moment we started our partnership with re:group. In all areas, from the most thoughtful and thought-provoking creative to superior customer service, strategic media planning and team management, they truly have surpassed our expectations.

— Bryan A. Freeman, Director of Marketing, Learning Care Group, Inc.

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With more than 200 corporate and franchise schools, Tutor Time Child Care/Leaning Centers is a subsidiary of Learning Care Group, the second-largest for-profit provider of childcare and educational services in the United States. When we started working with Tutor Time, they were suffering from low brand awareness and lacked consistency in their marketing materials. They turned to us to help them develop a brand strategy that would distinguish them in the crowded childcare marketplace, and provide effective integrated marketing programs for their corporate and franchise system.

GETTING TO THE BIG AHA

As we do with all of our new clients, we began with a deep dive into the Tutor Time brand, their competitors and the typical childcare user. We conducted qualitative and quantitative research and a competitive communications audit to uncover differences in the perception of Tutor Time versus other educational childcare options, including home care. But it was in an interview with the Tutor Time education director that their unique point of difference became clear.



LEARNING DIFFERENTLY

The Tutor Time curriculum is the first in the childcare industry to be based on child development theorist Howard Gardner’s theory of multiple intelligences—that all children learn differently and all are smart in their own way. In our stakeholder interview with the Tutor Time education director, we learned that many parents were concerned that their child was not as smart as other kids. For example, little John might be great at throwing the football, but wasn’t as quick to catch on to numbers and spelling. The Tutor Time director explained that John was smart in his own unique way, he just happened to express his intelligence through his ability to understand the speed and trajectory of the football in order to complete a pass. Once John’s parents understood that concept they recognized that their son was smart, too!

POSITIONING SMARTS

Every parent wants to know that their child is smart, and the Tutor Time curriculum not only resulted in enhanced learning for children, it was a key differentiator for the brand. Using this key insight, we focused on the “8 Smarts,” positioning Tutor Time as the childcare provider that believes every kid is smart in their own way.

During the back-to-school period, we created advertising, point of sale materials and a website all in support of the campaign. All branding reflected the Smart Kid positioning and new visual language. Materials showed the genuine learning and fun that children enjoy there, and featured photos of actual Tutor Time students and their teachers in the school environment.

CUSTOMIZING AT A LOCAL LEVEL

Tutor Time has a mixture of corporate and franchise locations, so our materials needed to establish a strong look and feel for the brand, yet stay flexible enough to accommodate multiple ad sizes, varying content and the ability to customize features and offers based on local competitive situations. We also helped the franchisees tailor their materials to their individual markets.

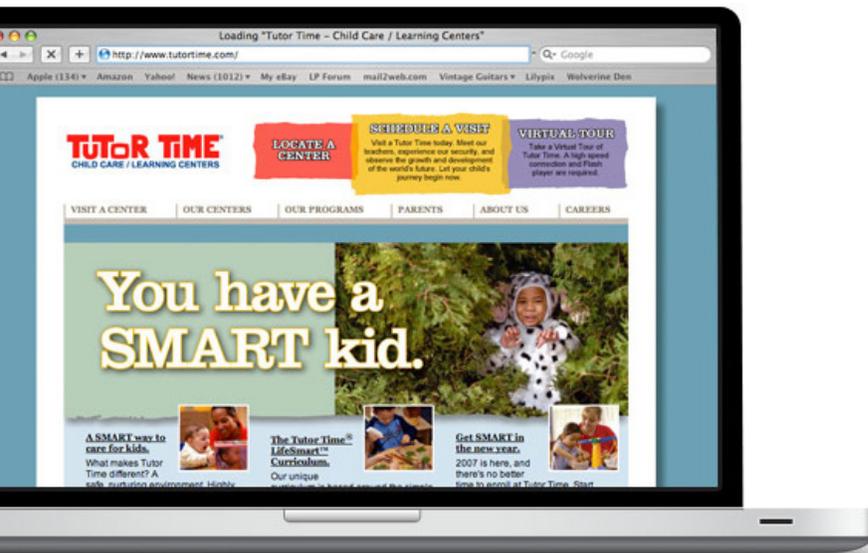
ATTRACTING PARENTS ONLINE

Research showed that the Internet is one of the key sources for childcare information. We decided to focus a significant portion of the Tutor Time media budget on online activities that increased awareness and encouraged tours and enrollment in the independently operated childcare centers. We crafted a finely

tuned SEM program with national and trading area geographies which drove consumers to an optimized website with location-specific landing pages where they could sign up to tour a school.

MINING THE TUTOR TIME DATABASE FOR ADDITIONAL IMPACT

Aside from generating new leads, Tutor Time wanted to speak directly to three distinct audiences: parents who had used their services before and had



since un-enrolled, current parents who might have friends that need child care and parents who had signed up for information on their website but had not yet enrolled. With this in mind, we developed targeted email marketing campaigns for each of these audiences.

For each campaign, we provided parents with high-level information on the company, a toll-free contact number, and also links to the appropriate landing pages on the Tutor Time website for more information and even online enrollment.

THE NUMBERS TELL THE STORY

Data from Web and email activities tell a positive story:

- Total website traffic went up 61%.
- The number of web conversions (leads) doubled.
- More qualified clicks resulted in 33% lower cost per conversion rate.
- SEO rankings on key terms rose by more than six levels.
- Revenue gain from multimedia campaigns was 30 times the expenditure.
- Email campaigns performed well, with an average of 36% of parents opening the emails. Click through to landing pages, the Facebook page and calls to the toll-free number resulted in leads at a rate that was over double the click-through rate for paid search efforts.

While the client will not quote specific revenue figures, leads gained from these efforts contributed to the achievement of their enrollment goals.



Founded as a branding and design firm over 30 years ago, we added advertising agency services to meet the diverse needs of our clients. Today, we are an integrated marketing agency that helps companies transform their brands and grow their businesses. We work collaboratively with each other and with our clients to provide strategic clarity, insightful creative and digital and traditional marketing programs that build brand engagement and business value.

Our years of experience working with franchise, health care and financial services companies has made us experts in helping complex organizations achieve success. We help them manage their distribution channels, align and motivate their internal teams and deliver a consistent brand experience at every customer touchpoint.

The growth and financial success of our clients is the ultimate measure of our work, and we let our results speak for themselves.